

RETURN BALLOT BY

Dear Panelist:

R-5516

B

With this ballot I am sending you ten packs of cigarettes coded as follows:  
Q6 - 5 packs and K2 - 5 packs. Remember, you do not have to smoke all of  
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in  
the enclosed postage-paid envelope. Thank you very much - your cooperation in  
this test is most helpful.

D. F. Reynolds  
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked Q6 and then the cigarettes  
marked K2. Then compare the two cigarettes with each other and complete the  
questions below.

Which cigarette:	Q6	K2	No Difference
1. has more total taste?			
2. has an off-taste?			
3. is harsher?			
4. is more spicy?			
5. is sweeter-tasting?			
6. is more bitter?			
7. is more tobacco-like in flavor?			
8. has the better aftertaste?			
9. has more menthol coolness?			
10. Which do you prefer? (choose one)			

- 11a. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded Q6.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 11b. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded K2.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 12a. Would you buy the Q6 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

- 12b. Would you buy the K2 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

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